25 Point Website Usability Checklist

This 25-point usability checklist is really an excellent solution to understand the basic principles of a perfectly optimized and managed site

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ACCESSIBILITY

- Site load-time is reasonable
- Adequate text-to-background contrast
- Font size/spacing is easy to read
- Flash & add-ons are used sparingly
- Images have appropriate ALT tags
 - Site has custom not-found/404 pace

IDENTITY

- Company Logo Is Prominently Placed
- Navigation label are clear concise
- Number of buttons/links Reasonable
- Company logo linked to home-page
- Links are consistent & Easy to identify
- Site Search Is Easy to Access

CONTENT

| Major headings are Clear & descriptive |
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| Critical content above the fold |
| Styles & colors are consistent |
| Emphasis (bolo, etc.) used sparingly |
| ADS & pop-ups are unobtrusive |
| Main copy is concise & Explanatory |
| URLs are meaningful & User-friendly |
| Html page titles are explanatory |
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